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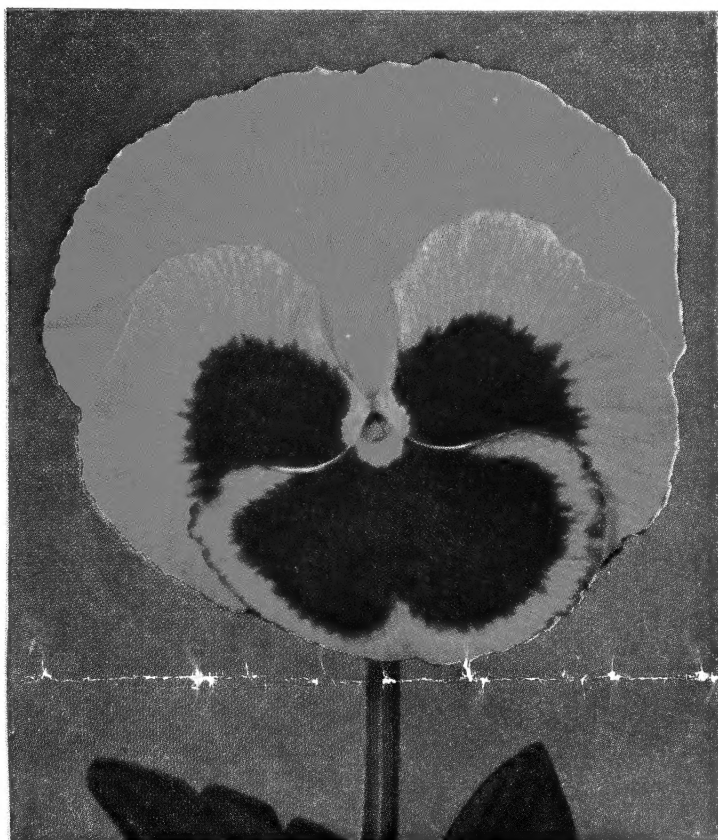
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PANSIES and PRIMROSES

CHOICE VARIETIES



Highest Quality



One of Our Swiss Pansies

SEEDS *and* PLANTS



Our Giant Polyanthus

The CLARKES  HERBERT F.
MARGUERITE R.

Growers of Fine Pansy and Primrose Seed



More of Our Giant Swiss

CLARKE PANSIES

The mild climate and fertile soil of the Willamette Valley in Western Oregon, distinguish it as the only location in the entire United States having growing conditions which are identical with those of England, and, in many cases, superior to those of the flower seed producing sections of Continental Europe. Our Pansy seed is grown in this valley, near Portland, Oregon, and is reselected from the finest domestic and foreign strains. The planting is carefully cultivated and fertilized, and is thoroughly "rogued" to eliminate plants not true to type. The seed is fully matured before picking, is properly cured, and is recleaned. It is stored in bulk at the correct temperature, thus preserving its viability, and is packaged only as orders are received. The result is vigorous seed which produces plants having early blooms, with a wide color range, excellent texture, and of largest size.

CULTURE. Pansies are easy to grow and are unusually hardy and free from disease. The soil should be very rich and mellow, as the pansy is a heavy feeder, with a multitude of fine roots. The plants respond to frequent cultivation and watering, and plenty of fertilizer. This may be rotted barnyard manure or raw bone meal at planting

MASS PLANTING OF PANSIES. Suggested color combinations:

- (1) Background of Coronation Gold, accented in the foreground by irregular groups of Ullswater Blue.
- (2) Background of Coronation Gold accented by irregular groups of Firebeacon Red.
- (3) Background of Mont Blanc (white), accented by irregular group of Ullswater (blue).
- (4) Background of Mont Blanc (white) accented by irregular groups of Coronation Gold.

time, and a well balanced commercial fertilizer at intervals during the blooming season, to compensate for the heavy drain on the plants to maintain the size of the flowers. The blossoming season will also be prolonged and the size of the blooms preserved, if all seed pods and faded flowers are consistently removed. As the plant matures, pick part of an occasional side branch, but always leave the main or central branch. This method of picking will not only provide more graceful material for flower arrangements but will also help to keep the plant pruned and shapely.

FINER PANSY SEED

GIANT SWISS. This famous Swiss type of pansy is round in form and open faced, with a definite blotch. Our re-selected strain has an unusually wide variation of clear brilliant colors, including pink and rose shades not usually found in this type. Its range also includes yellow, orange, henna, flame, carmine, fuchsia and blue. The blossoms are from 3 to 4 inches in diameter, under proper culture, and the plants are very compact.

JUMBO. This hybrid pansy contains many rayed centers and is often two-toned and ruffled. Reselected from originator's seed. Early blooming, with exceptionally large blossoms, exquisite pastels and striking bronze tones, unbelievably beautiful yellows, purples, maroons, many ruffled. A blossom measuring 4 inches or more, is not unusual for this variety.

HYBRID BLEND. A combination of several outstanding hybrids, each separately grown by us. This mixture is made up for those who are interested in exceptionally large blossoms and unusual shades of color.

CLARKE'S BLEND. A carefully considered, well balanced mixture of the choicest strains, including both Swiss and Hybrid types, each grown by us separately, and so combined as to afford both early and late flowers of fine texture, with a much wider variety of shades than can be found in any one strain. The blooms are unusually large and the plants are very sturdy. This is a high class mixture of the best seed we grow and is intended to include the brilliance of the Swiss type and the soft pastels and beautiful bronze tones of the hybrid.

CORONATION GOLD is the largest and best pure yellow Swiss pansy and is definitely fragrant.

IMPROVED FIREBEACON. This is a coppery red Swiss pansy—the red of the wallflower rather than a purple red—and often has a definite touch of orange. It is very rich, and at the same time a most unique and striking shade. Is very effective when planted with yellow flowered bulbs or shrubs.

MONT BLANC. Floriferous, with large early blossoms. It is the finest, largest, pure white pansy. A most pleasing combination with magenta or red Azaleas, pink or red Tulips, or yellow Daffodils.

ULLSWATER (Thunersee). A deep ultramarine blue Swiss pansy. It is a stunning contrast, used with yellow flowered bulbs or shrubs.

SEED PRICES

Pkt. 600 seeds, any one of the above varieties, \$1.00;
half pkt., 300 seeds, 50c.

Complete CULTURAL DIRECTIONS are enclosed with each seed order. These are readily understood and should enable even the beginner to grow a substantial quantity of plants from seed, with comparatively little effort.

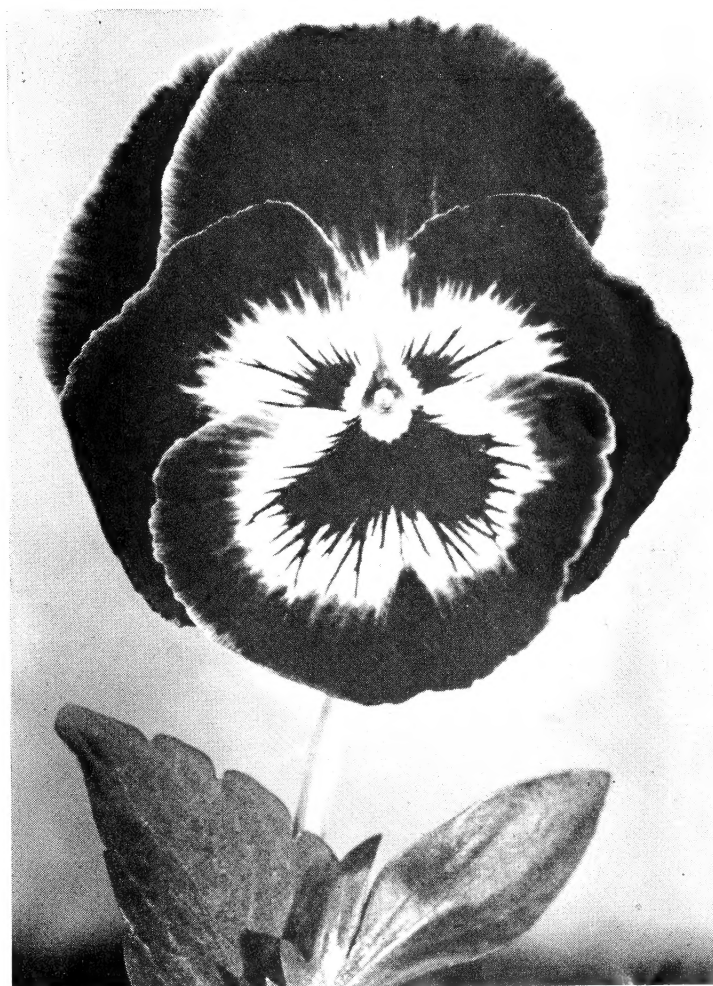
SPECIAL

COMBINATION PANSY SEED OFFER

Three regular 50c packets, any variety, regular price \$1.50; special \$1.25.

Three regular \$1.00 packets, any variety, regular price \$3.00; special \$2.50.

WHOLESALE PRICE LIST will be forwarded on request. Please state in your letter whether a grower, or a buyer for resale.



Hybrid Pansy



Husky Plants from Clarke's Produce Astounding Blooms



A Giant Pastel Polyanthus

PLANTS. Pansies are the garden favorite for which there is no substitute. Whether planted in fall or spring, they should produce a profusion of colorful blooms, well into late fall. Especially in separate colors, they afford an unusual opportunity for working out exquisite color combinations, when used as a ground cover for spring bulbs, or for mass planting near flowering trees and shrubs. Try them where you have had Forget me-nots. Our Pansies are our own selections of the largest flowered and the finest. Under favorable conditions, the blossoms are from 3 to 5 inches in diameter, and of excellent texture, in superb colors and shades, with many ruffled blooms. The plants are of good size, sturdy, and have a fine, vigorous root system. We spare no effort in our endeavor to produce plants of the highest quality. And, over the years during which we have been in business, unsolicited letters from enthusiastic customers, testify to their success with our plants.

LARGE PLANTS. Blooming size. Available in February, March and April. Doz. \$1.25.

SEEDLING PLANTS. Of proper size to set out in their permanent location. Available from September 15 through October and November. 3 doz. \$1.25; per hundred \$3.00.

COMBINATION SEED OFFER

Pkt. finest Polyanthus Primrose seed, regular price . . . \$1.00

Pkt. Clarke's Blend, Giant Pansy seed, regular price . . . 1.00

Pkt. Pacific Hybrid Delphinium seed, regular price . . . 1.00

Total Value . . . \$3.00

All three of the above for \$2.00.

PRIMROSES

HARDY PRIMROSES are among the most popular and best known perennials. Massed under flowering trees and shrubs in the border, or naturalized in the woodland garden, they present a gorgeous picture from very early spring until well into the summer. In mild climates it is possible by selecting varieties with different blooming seasons, to have Primroses in bloom the year around. Primulas are the perfect material for the **SHADY GARDEN**. However, they thrive equally well in east or north exposures or where they are protected from the noonday sun. If planted in sunny locations, deciduous trees and shrubs give excellent protection. Wherever planted they should have a deeply dug, well enriched soil, and should be given plenty of water to prolong the blooming period.

ACAULIS and **POLYANTHUS PRIMULAS**, and **AURICULAS** are most generally grown. However, the gardener who has not "discovered" the **ASIATIC** types (or **ORIENTALS**) such as the **CANDELABRA**, **CASHMERIANA**, **JULIAE HYBRIDS**, **SIEBOLDII**, etc., has some interesting experiences ahead. Since Primulas come from all over the world, it is possible to select from the hundreds of varieties, a type suited to almost any climatic condition. When the gardener realizes how much pleasure he receives, each returning spring, with minimum effort, his tendency is to collect more and more primroses. Especially is this true, since hybridizers are continuing to produce newer types, larger blooms, and wider ranges of colors and shades. Because of their lasting quality Primroses are invaluable as cut flowers. They make charming nosegays and exquisite small flower arrangements.

IOWA—"I just wanted to tell you that the order for primroses I sent you recently came yesterday and they came through in such fine shape. They look as if they had been freshly dug yesterday morning."

WASHINGTON—"The plants were in lovely condition, with leaves still crisp and flowers fresh, which speaks well for your method of packaging."



Double Lavender Lilacea

JOIN THE AMERICAN PRIMROSE SOCIETY

EUROPEAN PRIMULAS ACAULIS

This is the low growing "bunch" type, having a profusion of flowers with each bloom on its own individual stem. It is early and is very effective when planted in "drifts" in a natural woodland setting, or when used in rockeries, or in borders.

P. VULGARIS. The true English primrose. Free flowering in a soft shade of yellow. Fragrant.

GIANT FLOWERED. When in full bloom, this luxuriant plant is a veritable mass of brilliant color. Mixed colors. Either of the above: Doz. \$2.50.

The above two varieties sold out till September, '44.

FLORE PLENO (Double Primroses)

The double form of P. ACAULIS. The blossoms resemble dainty miniature roses and make especially attractive nosegays. Since this variety does not seed, it is propagated vegetatively. Consequently the demand always exceeds the supply.

BRIDESMAID. The beautiful white bloom becomes faintly tinged with pink as the blossom ages. Each 50c.

LILACEA. Usually an orchid-lavender shade, but is almost pink in some localities. The color is apparently influenced by soil conditions. Each 50c.

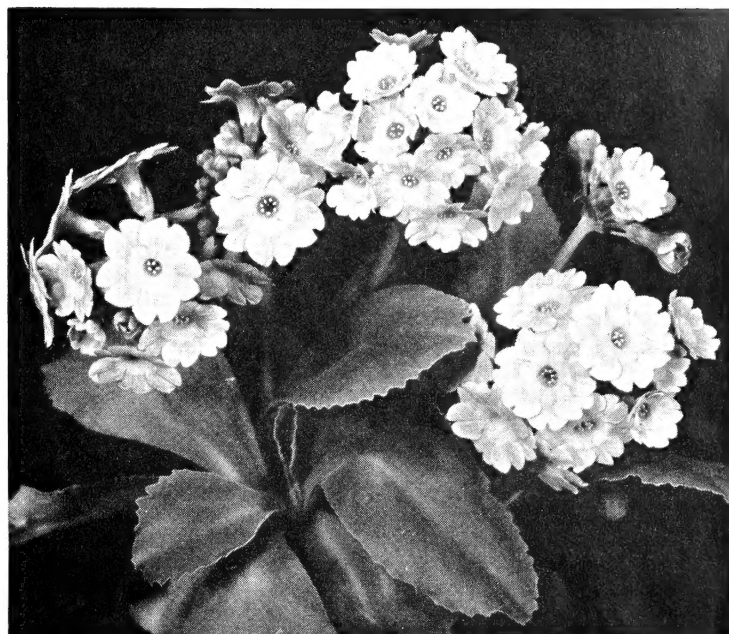
MARIE CROUSE. Has a handsome lilac colored bloom, each petal being bordered with a hairline of white. The large flowers have a heavier texture than the other doubles and it is the hardiest. Each \$1.00.

SULPHURUM. A rare variety with an intriguing pale yellow bloom. It is not quite as hardy as the other doubles and cannot stand extremes of temperature. Stock limited. Each \$1.00. Not available till September, '44.

OREGON—"Your packet of Florists' Mixture you sent turned out to produce some of the nicest plants and largest flowers I had. I liked them very much." (Taken from a commercial grower's letter ordering 1¼ oz. of pansy seed.)



Primula Juliae Hybrid



Primula Auricula

POLYANTHA

This "many flowered" primula has beautiful, large flower clusters on tall stems. The ancestors of the modern Polyanthus are probably P. Acaulis and the Cowslip or the Oxlip of the European woodlands. When planted in approximately such a setting, their beauty is greatly enhanced, and their culture becomes extremely easy.

MUNSTEAD STRAIN, which is especially desirable for mass or border planting where a sequence of yellow shades is a primary consideration.

LORD BEACONSFIELD. Tall stemmed, vigorous, early, with beautiful foliage and cream colored blooms. Especially adapted to mass planting or naturalizing.

COWSLIP. Small, bright yellow, nodding flowers. Suitable for the wild flower garden.

Either of these four varieties: Doz. \$2.50.

GIANT STRAIN. The blooms of this strain are unbelievably large and the colors are most unusual. Under proper cultivation the individual blossoms are from 1½ to 2 inches in diameter. The large flower umbels are carried on tall, stiff stems, and rise well above the dark green foliage, which is in itself beautiful. The range of colors and shades is so wide and varied that it is difficult to list all of them. Included are tones of red from almost black through flame to tangerine; orange, gold, yellow to cream and white; burgundy, violet, fuchsia, lilac and lavender; from palest pink to rose; apricot and many two-toned pastels. In mixed colors: Doz. \$3.00. Selected colors: Doz. \$3.50. Special colors: each 50c; doz. \$5.00.

BLUE. This tall polyanthus with shades varying from forget-me-not blue to sapphire blue, is constant—it will not turn purple the second year. Each 60c; 3 for \$1.50.

PASTELS. Pink, peach, apricot and salmon shades. The giant blossoms assume darker tones as the blossom matures. Each 50c.

COWICHAN. This imported Polyanthus must be propagated from divisions. It is a deep "American Beauty"



Primrose Sieboldii

POLYANTHA PRIMULA (Continued)

red shade with a star center, and the bloom has an indescribable velvety sheen. It flowers early, and presents an enchanting picture when grouped with the light blue polyanthus. Each \$1.00.

SEEDLING POLYANTHUS PLANTS, from especially selected seed, strong, vigorous, and ready for their permanent location. Available in either June or October. Mixed colors, doz. \$1.50.

AURICULA

The **AURICULA** is almost as popular as the polyanthus. It is an Alpine plant requiring lime, some shade and good drainage. It is happiest in a moraine, but a rockery with a north exposure is very satisfactory. We suggest sharp sand and rock chips around the roots and crowns of the plant, when grown in the border. It blooms from April till June and again in the fall. From neat rosettes of thick grey-green leaves, spring fleshy stems supporting large clusters of flowers. The colors include yellow, light brown, blue, henna, plum, purple, rose and pastel tones. It is unusually effective in small flower arrangements. Each 50c; plants of extra fine form and color, each \$1.00.

ASIATIC PRIMULAS JULIAE HYBRIDS

The original of this charming primrose came from the Caucasus Mountains some 40 years ago. It is very hardy and multiplies rapidly. If planted in partial shade and given plenty of water and fertilizer, it will blossom from spring through the summer and fall. Fine for rock garden and border. Try the claret or burgundy-red shades near orange-copper for accent. Unless otherwise noted, the varieties below are priced at, each 50c.

BUNTY. A dark green rosette with bright blue flowers. Each \$1.00.

CRISPI. Early. Bright pinkish-red blossoms. Ea. \$1.00. tha type, showy. Each 35c.

DOROTHY. Miniature polyanthus with clear yellow blossoms. Dainty, most unusual for this type. Ea. \$1.00.

HELENÆ. Neat, glossy foliage. The purple-red blossoms remind one of large violets.

HYBRID. Clear burgundy with a yellow eye, polyantha type, showy.

JEWELL. Compact plant studded with bright magenta flowers. Very early. Each 35c.

MRS. MCGILLIVRAY. A lovely mauve-pink. Ea. \$1.00.

PAM. Purple-crimson, bronze leaves. Each 75c.

UNNAMED PINK SEEDLING. Dainty, beautiful. Each \$1.00.

PRIMROSE LODGE. Polyanthus type, having deep crimson flowers on 6-inch flower stems. Very good.

RAE. Large fuchsia-red flowers. Robust growth, lush foliage.

SPRINGTIME. Large lavender-pink flowers but a compact plant. Each \$1.00.

VALIANT. Lavender-violet, dark green rosette.

WANDA. Large bluish-purple flowers. Early

WEE GEM. Rosy-red, vigorous, beautiful in the rock garden. Each 75c.

SCHNEEKISSEN. Beautiful white flowers, literally covering the entire plant. Each \$1.25.

E. R. JAYNES. Exquisite salmon pink. Each \$1.00.

KINLOUGH BEAUTY. Extra large, rose-pink blooms having a golden sheen, Polyanthus type. Each \$1.00.

JULIAE COLLECTION

One \$1.00 plant and four 50c plants, each different, our selection, five plants in all, regular value \$3.00, for \$2.50.

ASIATIC PRIMULAS (Continued) DENTICULATA CASHMERIANA

An old favorite, originally brought from the Himalayas. Beautiful lavender and heliotrope-blue florets, close set, on stout stems. The flowers develop ahead of the grey-green serrated foliage. Mossy, grey rocks make a harmonious background for this vigorous primula. Each 40c; 3 for \$1.00.

PRIMULA DENTICULATA ALBA. Lovely, white flowered form of the above. Rare. Stock limited. Each 75c.

PRIMULA FLORINDÆ. A moisture loving giant from Tibet, carrying enormous trusses of fragrant yellow blossoms on 3-foot stalks. Blooms during mid-summer. Ea. 50c. Sold out till September, '44.

PRIMULA SIEBOLDII. Handsome and delicate appearing, but very hardy, being a native of Central Siberia, as well as Japan. The lovely, soft, crumpled foliage, and the fine fringed flowers on 10 to 15-inch stems, make beautiful flower arrangements. Flourishes in cool, rich, light soil. Available in mauve-pink, in rose, and in white. Each 60c. Plants of extra fine form in pure white, shell pink, deep rose; each \$1.00.

PRIMULA CAPITATA MOOREANA. Like Denticulata, a native of India. The fragrant heliotrope-blue flowers of this Primula blossom in late Summer. The under surface of the bright green, dentate foliage, as well as the stem, is covered with a white meal. The flowers are bell shaped and are set loosely. Each 50c.

KISOANA. Another hardy oriental, similar in habit to Primula Sieboldii, with lush foliage, rosy-pink flowers. Multiplies rapidly in light, moist, well drained soil. Each \$1.00.

CANDELABRA

This type is well suited to planting at the edges of streams and pools, or among shrubs. It has successive whorls of flowers on tall stems. Since its foliage dies in winter, avoid situations where a stagnant water condition exists during its dormant period, for this condition is likely to rot the crown.

BULLEYANA. From Yunnan, China. The terra cotta buds are almost as interesting as are the orange-yellow flowers growing in tiers on stems which are often 3 feet high. This primrose is at its best when planted among ferns in moist shade.

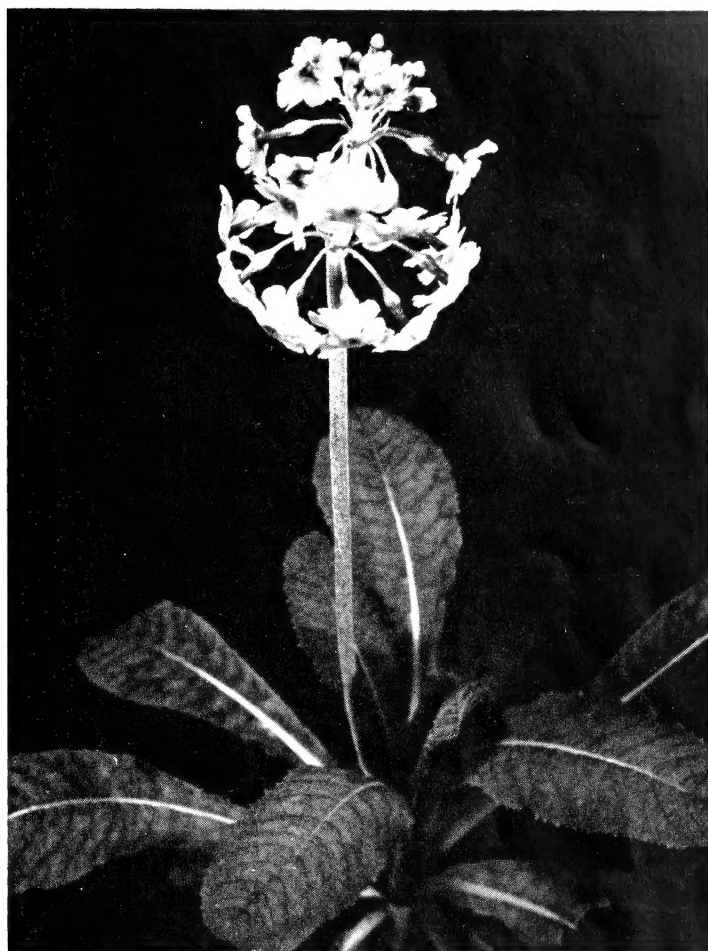
JAPONICA. A sturdy Oriental, ranging in color from pale pink through soft pink and rose-pink to cerise. Especially useful where a sequence of shades is desired.

JAPONICA ETNA. Has a rank growth, with large flowers of bright rose-red. Thrives best when naturalized among ferns in sun dappled shade.

PULVERULENTA. Ranks with the choicest of the Candelabras. Colors vary from pink through soft rose to rose-red. The farinose stem identifies this species. This is the best variety for planting near pool or stream. Each 50c.

LISSADELL HYBRID, "RED HUGH". Fiery red Candelabra. Each 50c.

The above Candelabras, except as noted, are: each 35c; 3 for \$1.00.



Primula Pulverulenta

PRIMULA COLLECTION

Valuable for the gardener who wishes to ascertain what varieties are particularly adapted to his locality.

A CONTINUOUS SEQUENCE OF FLOWERS from February to August, or later, depending on the locality, may be had with proper care, using the following, in the order named:

Cashmeriana, Acaulis, Polyantha, Auricula, Juliae Hybrid, Sieboldii, Japonica, Bulleyana, Pulverulenta, and either Florindae or Capitata Mooreana.

We offer the above ten primulas, our selection, catalogue value \$4.00, for \$3.50.

POLYANTHUS SEED

This seed is gathered from plants ESPECIALLY SELECTED AND GROWN for seed production. The colossal blossoms measure from 1 to 2 inches. They have good texture and the giant flower umbels have tall, sturdy stems. The foliage is lush and marbled. The color sequence is wide and varied, with many unusual shades, from almost black dark velvety red, through flame-red, tangerine, orange, copper, gold, yellow and cream, to white; from apple-blossom pink through clear pink to rose, burgundy and violet; apricot, lavender, and many two-toned pastels. All seeds are of the current year's crop, gathered at maturity and are properly cured to insure good germination.

MIXED COLORS. Pkt., 300 seeds, \$1.00.

PASTEL SHADES. Mixed (pink, peach, apricot, lilac, rose). Pkt., 150 seeds, \$1.00.

SEPARATE COLORS. White, red shades, yellow-gold shades: Pkt., 200 seeds, \$1.00. Blue shades: Pkt., 150 seeds, \$1.00. (Separate colors sold out until July, '44.)

OTHER PRIMULA SEED

See plant list for detailed descriptions.

AURICULA. Choice, large flowered. Mixed colors, including raisin, plum, purple, brown, henna, lavender, brass tones, pastels, yellow, white.

JULIAE HYBRIDS. Mixed colors. (No seed available till Fall of '44.)

SIEBOLDII. Mixed.

Seed of any one of the three above named varieties: Pkt., \$1.00.

BULLEYANA. Orange-yellow Candelabra.

DENTICULATA - CASHMERIANA. Heliotrope shades and white.

JAPONICA ETNA. Rich rose-red.

PULVERULENTA. Pink, rose or mixed.

CANDELABRAS. Mixed.

ASIATICS. Mixed.

Seed of any one of the six above named varieties: Pkt., 50c.

Complete cultural directions are enclosed with each seed order.

Prices on the larger quantities of Primrose seed used by growers and dealers, quoted on request. (No seed available for the wholesale trade till Summer of '44.)

SPECIAL PRIMULA SEED OFFER

Any one dollar packet plus any three fifty cent packets, regular value \$2.50, for \$2.00.

GENERAL PRIMULA CULTURE

The SOIL should be deeply dug and enriched with barnyard manure, raw bone meal, or a balanced commercial fertilizer. When lime is required, it is so stated in our plant list. They should have PARTIAL SHADE, or at least, protection from the noonday sun, require good drainage in winter and plenty of water during the blooming season.

DIVIDE them every two years—Auriculas excepted—otherwise the blooms will become inferior. After the plants have finished blooming, or in early fall while the ground is still warm, they should be dug, the soil washed off the roots, and the plant segments broken apart. Trim both tops and roots and replant the divisions, being careful to water and shade them until new growth has become established. Primroses are very hardy and need protection only in SUB-FREEZING weather, when the local practises used for perennials may be safely followed. In localities where early snow blankets the plants, they rarely need further protection. In dry climates, mulch with peat, straw, or hardwood sawdust, but in mild, damp climates, evergreen boughs are the best covering, for they afford air drainage and lessen the danger of rot.

Primroses are unusually vigorous and healthy and the few garden ills worth mentioning in their connection, are more likely to affect plants weakened from the lack of proper care. The strawberry weevil, described as the "white grub of the May beetle", usually attacks only older plants which have been left in the same location for two or more years. Its presence is indicated by yellow leaves, and, in extreme cases, by wilted foliage and blooms. In small gardens the primroses may be dug, the weevils washed off the roots, and the plants reset in a new location. As a preventive for the beetle, from late May through June, use poison bait such as "Go West", following the directions on the package. For the grub, water the ground around the plant with a solution of one teaspoon of permanganate of potash to one gallon of water. Red Spider, a well known mite, sometimes attacks the under side of the leaves during hot dry weather. It is effectively controlled by washing off the tiny webs with a strong spray of water, or by dusting with sulphur. During abnormally wet weather, black spots on leaves may occur. Apparently these spots do not injure the plant materially, but merely detract from its appearance. Controlled by any fungicide dust containing copper.

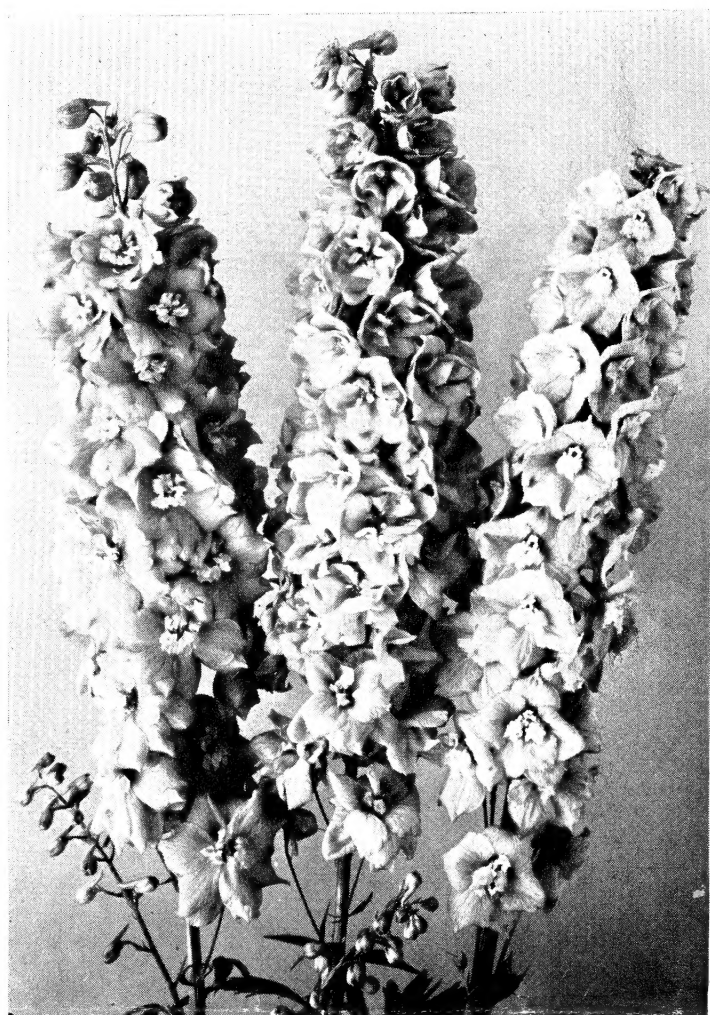
DELPHINIUM SEED

Reselected seed of the choicest Pacific Hybrid stock. The florets are of unusual size, from 2½ to 3 inches in diameter, of fine form and heavy texture. The color range includes both light and dark shades of blue, mauve-pink tones, and white. We have found this strain to be practically disease resistant. Because of their branching habit, the flower spikes have a longer blooming period, and are more valuable for use as cut flowers. Pkt., 200 seeds, \$1.00; pkt., 100 seeds, 50c.

INDIANA—"I have never had such lovely plants as from the seed (primrose) bought from you last Spring or such quick and complete germination, and I have had seed from many here and in England."

VIRGINIA—"Last year I bought of you a packet of Finest Florist Mixture and had the best results . . ." (An order accompanied this grower's letter.)

WISCONSIN—"I have some mighty fine pansies in both size and color of seed received from you."



Delphiniums

PLEASE NOTE

LOCATION. Drive south from Portland on Southeast 82nd Avenue, three miles beyond the city limits, to Lawnfield Road ("Primrose and Pansy" sign).

SHIPPING and PRICES. All seed is mailed postpaid. Please remit with order. On retail orders over \$5.00 we prepay postage in Oregon and Washington. On all other orders add 10% for points west of the Mississippi, and 15% for points east of the Mississippi, to help cover cost of postage and packing. Minimum packing charge 25c. Twelve plants of the same name are offered for ten times the price of the individual plant.

GUARANTY. All stock and seed is guaranteed true to description, but is not guaranteed for the result of the growing, over which we have no control. Liability under this guarantee is limited to the price of the seed or stock purchased.

When plants are received, pick off any wilted leaves or flowers and place roots in water in a cool shady place, for several hours before planting. Spread out the roots in planting and firm the earth around the roots with a thorough watering.

THE CLARKES

{ Herbert F.
{ Marguerite R.

Clackamas, Oregon,
Lawnfield Road,
Phone Milw. 2-5607.

GROWERS OF FINE PANSY AND PRIMROSE SEED